

# STADIUM IMPLEMENTATION COMMITTEE

## STAKEHOLDER EXPERIENCE SUBCOMMITTEE

### Work Plan

**October 22, 2012**

**Purpose:** The pre-game fan experience is an integral part of attending a Vikings football game. The purpose of the Stakeholder Experience Subcommittee will be to ensure a positive and safe experience of the stadium, plaza, and surrounding area, both for fans and all attendees of stadium events, and for all neighbors, residents, business owners, and nearby institutions, not only on game days but every day of the year. The product of the Subcommittee's work will be a plan comprised of a set of recommendations for additions and modifications to city policies. This plan will support and augment the Vision and the Design and Planning and Principles for the stadium, the plaza and the surrounding area that will be developed by the other two subcommittees.

**Reports to/advises:** Makes recommendations to the Stadium Implementation Committee specifically on city policies related to the experience of the stadium, plaza, and surrounding area on game days and every day.

**Product/deliverable:** The Stakeholder Experience Subcommittee will develop a list of recommendations for plans and policies related to resident experience and fan experience including way-finding, traffic management, LRT boarding experience after games, tailgating, "railgating," the use of public streets, the use of the Event Center at the Armory, and the use of MSFA, City, and privately owned land in the surrounding area.

The Stakeholder Experience Subcommittee will not be required to create the Stakeholder Experience Principles completely anew, but rather will build upon and add to the City's current planning framework and CPED, Public Works, and Regulatory Services staff knowledge.

These recommendations will be reviewed and approved by the Implementation Committee and integrated with the work of the Design and Planning subcommittees. Once approved, the Implementation Committee will recommend changes to City policy if required. The Committee will work with City Staff and the City Planning Commission throughout the process.

**Workflow and timing:** The bulk of the Stakeholder Experience Subcommittee's work will take place over the coming six months and should be largely complete by early 2013. The subcommittee is expected to meet monthly from August through February or March and may participate in joint meetings with the other subcommittees as required to integrate knowledge and work efforts. The Stakeholder Experience recommendations should be completed and approved by the Implementation Committee by March 2012.

**Regular meeting day/time:** The Stakeholder Experience Subcommittee will meet monthly and meetings have been scheduled through December 2012. (Meetings in 2013 are to be scheduled).

**Calendar and Agendas:** The following draft calendar of meetings and agendas offers a conceptual idea of the workflow of the Stakeholder Experience Subcommittee:

<b>Month</b>	<b>Comm.</b>	<b>Agenda</b>
Aug. 6	IC	Orientation
Sep.13	SESC	Planning framework review (staff); Facilitated discussion re Vision - principle subject areas (fan and other stakeholder viewpoints, game-day activities, year-round use)
Sep. 17	IC	Progress Report
Oct. 15	IC	NA
Oct. 22	SESC	Principles, Railgating, Armory
Nov. 8	SESC	Agenda TBD
Nov. 19	IC	Progress Report
Dec. 6	SESC	Agenda TBD
Dec. 17	IC	Progress Report
Jan.	SESC	Agenda TBD
Jan.	IC	Progress Report
Feb.	SESC	Draft plan
Feb.	IC	Progress Report
Mar.	SESC	Final plan
Mar.	IC	Present plan to IC for approval